

## Abstract

The bachelor thesis „The Analysis of Communication Activities of the 3<sup>rd</sup> Light Festival SIGNAL in 2015” is aiming to present the options of organisations holding cultural events from the point of their communication activities on the example of the particular festival of lights. Firstly, the thesis situates the art festivals into a particular theoretical basis and evaluates their role in the culture and the society. Secondly it evaluates cultural organisations and art festivals from the art marketing perspective. Theoretical part also consists of application of the marketing communication in festival of lights environment.

Practical part of the thesis uses this theoretical basis in order to compare it with the use of the marketing communication on the example of Light Festival SIGNAL. The objectives, the methodology and the research questions are determined. Then there is described the history and the character of the 3<sup>rd</sup> year of this event. Next chapter is dedicated to the marketing strategy of this year of the event, namely it describes its objectives, its target group and the possible competition and also the SWOT analysis is created. In the next part of the thesis the communication activities of the festival are described, particularly the marketing and communication mix and the partners of the festival are mentioned. The conclusion consists of the evaluation of the communication activities, answers for the research questions and communication recommendations.